



WXYZ

ORDER

Print Date 10/06/12

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Flight Dates **10/12/12-10/16/12**

Contract / Revision **314085 /**

Original Date / Revision
10/05/12 10/05/12

Advertiser **Citizens Protecting Michigan**

Agency **Strategic Media Services**

Buying Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Product

Citizens Protecting Michigan's Con

Agency Com 15%

Billing Contact

**3299 K Street NW - Suite 200
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **8610**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	41	\$76,160.00	\$89,600.00	0.00	10/01/12	10/16/12	41	\$76,160.00	\$89,600.00
Totals	41	\$76,160.00	\$89,600.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/15/12	10/16/12	Late News M-F 11pm Actn News M-F	CM	Late News M-F	11-----	:30	2	\$4,000.00	P-2	0.00 NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/12	10/18/12	11-----		2		\$4,000.00		0.00				
N 2	WXYZ	10/12/12	10/16/12	5am News M-F 5am News M-F	CM	5-6am M-F	11--1--	:30	3	\$900.00	FX	0.00 NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/12/12	10/18/12	11--1--		3		\$900.00		0.00				
N 3	WXYZ	10/12/12	10/16/12	6am News M-F Action News 6am	CM	6-7am M-F	-1--1--	:30	2	\$1,800.00	FX	0.00 NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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Contract / Revision **314085** Flight Dates **10/12/12-10/16/12**

Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12

Order Sep 00:20:00

Advertiser **Citizens Protecting Michigan** Product **Citizens Protecting Michigan** Estimate # **8610**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WXYZ	10/12/12	10/16/12	6am News M-F Action News 6am	CM	6-7am M-F	- 1 - - 1 - -	:30	2	\$1,800.00	FX	0.00 NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/12/12	10/18/12	- 1 - - 1 - -	2		\$1,800.00		0.00					
N 4	WXYZ	10/12/12	10/16/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	22 - - 2 - -	:30	6	\$2,000.00	FX	0.00 NM	6	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/12/12	10/18/12	22 - - 2 - -	6		\$2,000.00		0.00					
N 5	WXYZ	10/12/12	10/16/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11 - - 1 - -	:30	3	\$1,000.00	FX	0.00 NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/12/12	10/18/12	11 - - 1 - -	3		\$1,000.00		0.00					
N 6	WXYZ	10/12/12	10/16/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	11 - - 1 - -	:30	3	\$1,500.00	FX	0.00 NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/12/12	10/18/12	11 - - 1 - -	3		\$1,500.00		0.00					
N 7	WXYZ	10/12/12	10/16/12	12-1pm M-F 12-1pm	CM	12-1pm	11 - - 1 - -	:30	3	\$1,200.00	FX	0.00 NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/12/12	10/18/12	11 - - 1 - -	3		\$1,200.00		0.00					
N 8	WXYZ	10/12/12	10/16/12	M-F 1p-2p The Chew	CM	1-2pm M-F	11 - - 1 - -	:30	3	\$800.00	P-3	0.00 NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/12/12	10/18/12	11 - - 1 - -	3		\$800.00		0.00					
N 9	WXYZ	10/12/12	10/16/12	5p News 5-6pm M-F	CM	5-6pm M-F	11 - - 1 - -	:30	3	\$1,800.00	FX	0.00 NM	3	\$5,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/12/12	10/18/12	11 - - 1 - -	3		\$1,800.00		0.00					
N 10	WXYZ	10/12/12	10/16/12	6p News 6-630pm M-F	CM	6-630pm M-F	11 - - 1 - -	:30	3	\$2,500.00	FX	0.00 NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/12/12	10/18/12	11 - - 1 - -	3		\$2,500.00		0.00					
N 11	WXYZ	10/12/12	10/16/12	7p News M-F 7-730p	CM	7-730pm M-F	11 - - 1 - -	:30	3	\$2,500.00	FX	0.00 NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/12/12	10/18/12	11 - - 1 - -	3		\$2,500.00		0.00					
N 12	WXYZ	10/15/12	10/15/12	MO 8-10pm Dancing MO 8-10pm Dancing	CM	8-10p	M - - - - -	:30	1	\$12,000.00	P-3	0.00 NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/12/12	10/18/12	M - - - - -	1		\$12,000.00		0.00					
N 13	WXYZ	10/13/12	10/13/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	- - - - - S -	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/12/12	10/18/12	- - - - - S -	1		\$900.00		0.00					
N 14	WXYZ	10/13/12	10/13/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	- - - - - S -	:30	1	\$900.00	FX	0.00 NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/12/12	10/18/12	- - - - - S -	1		\$900.00		0.00					
N 15	WXYZ	10/13/12	10/13/12	ABC College Ftbl 330-7p ABC's Cllge Ftbl 330-7pm	CM	330-7pm	- - - - - S -	:30	1	\$12,000.00	P-2	0.00 NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					



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Hiatus Dates

Original Date / Revision 10/05/12/ 10/05/12

Order Sep 00:20:00

Advertiser **Citizens Protecting Michigan** Product **Citizens Protecting Michigan** Estimate # **8610**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WXYZ	10/13/12	10/13/12	ABC College Ftbal 330-7pm ABC's Clge Ftbl 330-7pm	CM	330-7pm	-----S-	:30	1	\$12,000.00	P-2	0.00	NM	1	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/12	10/18/12	-----S-					1	\$12,000.00		0.00			
N 16	WXYZ	10/14/12	10/14/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/12	10/18/12	-----S					1	\$900.00		0.00			
N 17	WXYZ	10/14/12	10/14/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/12	10/18/12	-----S					1	\$900.00		0.00			
N 18	WXYZ	10/14/12	10/14/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/12/12	10/18/12	-----S					1	\$1,800.00		0.00			
Totals														41	\$89,600.00